

	2016-2017 Beg. Year	2016-2017 Current	2017-2018 Proposed	Descriptions
<b>INCOME</b>				
<b>Carry over from previous year</b>	207,174.00	154,933.00	75,000.00	Carry over from previous fiscal year
<b>MCPA Matching Funds</b>	0.00	0.00	0.00	
<b>Payments directly to MCTC (include BID &amp; Match)</b>	1,200,000.00	1,260,698.00	1,323,734.00	Reflects a 5% increase over current fiscal year
<b>North Coast Tourism Council Administration</b>	19,000.00	4,500.00	-	
<b>Cooperative Advertising</b>	-	12,000.00	12,000.00	
<b>Other Income (misc)</b>	20,900.00	10,900.00	10,900.00	Sponsorships, events, trade shows, etc.
<b>Interest</b>	100.00	100.00	100.00	Interest from money in bank account
<b>Reserve/Contingency Account</b>	130,344.00	130,344.00	130,344.00	
<b>Total Income</b>	<b>1,577,518.00</b>	<b>1,573,475.00</b>	<b>1,552,078.00</b>	
<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>				
<b>Advertising/Media</b>				
<i>Print, Digital, Direct Mail &amp; Broadcast</i>	270,593.00	270,593.00	340,000.00	\$300k marketing firm, \$40k staff directed
<i>Previous Year's Surplus</i>	150,000.00	50,957.00	28,000.00	Contingency funds for marketing, advertising, etc
<i>Advertising Development and Design</i>	6,000.00	6,000.00	5,000.00	Contract design work
<i>Photography</i>	10,000.00	10,000.00	10,000.00	Photography & image library development
<i>Video Development</i>	20,000.00	20,000.00	20,000.00	Earmarked for PBS Family Travels with Coleen Kelly
<i>AdverGame Development</i>	12,000.00	12,000.00	-	
<i>Long Term Strategic Planning &amp; Research</i>	20,000.00	35,000.00	10,000.00	
<b>Total Advertising/Media</b>	<b>488,593.00</b>	<b>404,550.00</b>	<b>413,000.00</b>	
<b>Marketing &amp; Public Relations</b>				
<i>Public Relations Contract</i>	135,000.00	100,000.00	106,000.00	Koli Communications, DCI & Burrells Clipping Service
<i>Marketing Agency Contract</i>	-	100,000.00	100,000.00	Planning, fees, reporting and commissions
<i>In-Market PR Stunts</i>	5,000.00	5,000.00	2,500.00	Onsite in-marketing promotions
<i>Visiting Media and FAM group Expenses</i>	10,000.00	10,000.00	10,000.00	
<i>Media Events</i>	2,500.00	2,500.00	3,500.00	Attend media events hosted by Visit California or other Media Associations
<i>Public Relations Related Travel</i>	10,000.00	10,000.00	10,000.00	Staff/contractor travel to media tours & PR events
<i>Contract Marketing &amp; Comm. Coordinator</i>	60,000.00	60,000.00	60,000.00	Independent contractor (Alison DeGrassi) to support PR agencies & internal PR
<b>Total Public Relations</b>	<b>222,500.00</b>	<b>287,500.00</b>	<b>292,000.00</b>	
<b>Website Maintenance /Development</b>				
<i>Interactive Marketing (social, e-newsletter, etc)</i>	12,000.00	12,000.00	10,000.00	Social media analytics, enewsletters, contests
<i>Development/Maintenance</i>	25,000.00	25,000.00	15,000.00	Website hosting, updates, content development, SEO
<i>Interactive Media &amp; Content Coordinator</i>	36,000.00	36,000.00	24,000.00	

<b>Total Website Maintenance/Development</b>	<b>73,000.00</b>	<b>73,000.00</b>	<b>49,000.00</b>	
<b>Leisure/Group Sales</b>				
<i>Contract Sales Manager</i>	-	-	45,000.00	Richard Strom
<i>Consumer and Trade Shows</i>	12,000.00	12,000.00	12,000.00	Sunset celebration, Bay Area Travel Show, etc.
<i>Travel Shows - Shipping</i>	3,000.00	3,000.00	3,000.00	Shipping show materials
<i>Misc Sales Opportunities</i>	2,000.00	2,000.00	2,000.00	Co-op with specific programs with California partners (NCTC, etc)
<i>State Fair Exhibit</i>	5,000.00	5,000.00	5,000.00	Cost to have exhibit in Sacramento for State Fair
<i>Promotional Items &amp; Booth Development</i>	5,000.00	5,000.00	5,000.00	
<i>Leisure/Group Sales Staff Related Travel</i>	10,000.00	10,000.00	10,000.00	Staff/contractor travel to shows, sales meetings
<i>Group Travel FAMs</i>	8,000.00	8,000.00	8,000.00	In-county costs of group tour FAMs
<b>Total Leisure/Group Sales</b>	<b>45,000.00</b>	<b>45,000.00</b>	<b>90,000.00</b>	
<b>MARKETING ACTIVITIES - VISITOR SERVICES &amp; PARTNERSHIPS</b>				
<b>Visitor Services/Fulfillment</b>				
<i>Print Collateral</i>	15,000.00	15,000.00	115,000.00	Visitor guides, mini-guides, maps, event guides
<i>Signage - Gateway, Kiosks and Directional</i>	8,000.00	8,000.00	2,500.00	Signage, visitor kiosk development
<i>Incentive &amp; Sponsorship Programs</i>	46,000.00	56,000.00	47,000.00	Event/Grant Program, Customer Incentives, Redwood Coast Chamber, Arts Council
<i>Event &amp; Festival Guide Printing and Distribution</i>	16,000.00	16,000.00	-	<i>Moved to print collateral</i>
<i>Retail Items</i>	10,000.00	10,000.00	-	<i>Retail phased out</i>
<b>Total Visitor Services/Fulfillment</b>	<b>95,000.00</b>	<b>105,000.00</b>	<b>164,500.00</b>	
<b>Partnerships</b>				
<i>North Coast Tourism Council</i>	10,000.00	4,500.00	10,000.00	
<i>Memberships - CVB's, CalTIA, Chambers, MPI</i>	7,000.00	7,000.00	7,000.00	Cal Travel, DMAI, DMA West, Chambers - annual membership costs
<i>Conferences and Seminars</i>	5,000.00	5,000.00	5,000.00	Cal Travel, DMAI, DMA West, conference registration and meeting costs
<i>In-County Relations</i>	1,000.00	1,000.00	1,000.00	Costs associated with mixers and other networking events in the county
<b>Total Partnerships</b>	<b>13,000.00</b>	<b>13,000.00</b>	<b>23,000.00</b>	
<b>ADMINISTRATIVE EXPENSES</b>				
<i>Office/ Storage Rent</i>	21,600.00	21,600.00	21,600.00	Fort Bragg and Ukiah offices
<i>Office Supplies</i>	10,500.00	10,500.00	10,500.00	Big Contacts, Office supplies, office equipment
<i>Maintenance</i>	5,000.00	5,000.00	1,500.00	Repairs & maintenace
<i>Postage/Shipping</i>	13,142.00	18,142.00	15,934.00	Postage for mailings/shipping/Certified Folder
<i>Copying/Printing</i>	1,200.00	1,200.00	1,200.00	Copier lease/miscellaneous copying/printing - meeting materials, marketing plans, etc
<i>Telephone/Telecommunications</i>	3,750.00	3,750.00	3,750.00	OOMA, staff cell phones (owned by organization)
<i>Utilities</i>	5,500.00	5,500.00	5,500.00	Internet, propane, garbage, water
<i>Visit Mendocino County, Inc. Administrative Travel</i>	13,450.00	13,450.00	13,400.00	General mileage reimbursement, lodging, meals, transportation
<i>Meeting Expenses</i>	500.00	500.00	500.00	Refreshments for meetings
<i>Board Development &amp; Training</i>	3,500.00	3,500.00	3,500.00	Brown Act Training, board retreat

<i>Legal Fees</i>	4,000.00	4,000.00	4,000.00	For legal services, if needed
<i>Accounting Fees</i>	9,000.00	9,000.00	9,000.00	Annual audit, tax filing
<i>Bookkeeping</i>	6,000.00	6,000.00	6,000.00	Bookkeeping services for organization
<i>Insurance - BOD and Liability</i>	3,000.00	3,000.00	3,000.00	D&O insurance for BOD, liability insurances
<i>Bank Fees</i>	50.00	50.00	50.00	Paypal fees and credit card processing fees - includes "bad debt"
<i>County Administrative Fee</i>	24,000.00	24,000.00	-	
<b>Total Administrative Expenses</b>	<b>124,192.00</b>	<b>129,192.00</b>	<b>99,434.00</b>	
<b>Personnel</b>				
<i>Salaries</i>	300,000.00	300,000.00	225,000.00	Supports 4 full-time equivalent employees & bonuses
<i>Contract Work - Misc.</i>	5,400.00	5,400.00	2,500.00	Miscellaneous contracted work (special projects, etc)
<i>Employee Recruitment</i>	23,334.00	23,334.00	15,000.00	
<i>Payroll Taxes</i>	30,000.00	30,000.00	22,500.00	Taxes required for salaries
<i>Worker's Comp Insurance</i>	2,975.00	2,975.00	2,500.00	Insurance required for employees
<i>Medical Insurance &amp; other benefits</i>	20,880.00	20,880.00	20,000.00	Health and other benefits for 3 hourly staff & ED as outlined in employee handbook
<i>Other Employee Benefits</i>	3,300.00	3,300.00	3,300.00	Add'l benefits related to the executive director
<b>Total Personnel</b>	<b>385,889.00</b>	<b>385,889.00</b>	<b>290,800.00</b>	
<b>Reserve/Contingency Account</b>	<b>130,344.00</b>	<b>130,344.00</b>	<b>130,344.00</b>	
<b>TOTAL EXPENSES</b>	<b>1,577,518.00</b>	<b>1,573,475.00</b>	<b>1,552,078.00</b>	
<b>Over/Under</b>	-	-	-	